AMERICAN SCRAMBLE
GOLF TOURNAMENT, INC.™

NEWS RELEASE

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AMERICAN SCRAMBLE

FACT SHEET

The American Scramble Golf Tournament is a one of a kind sporting event in the vein of the Indianapolis 500, the Masters and Super Bowl.

Our event, indeed unique, has all the attributes of a true sports classic. It matches the obscure with the well known. It promotes competition, region against region, state against state. It is simple and well planned.

Golfers all over America will have great interest in the event because they actually participate in a true National Championship. We estimate a minimum 250,000 initial entrants with grass roots interest in the event throughout the summer. The final event will bring intense focus on the entire world of golf.

A problem-free format has been carefully constructed from experienced golf tournament promoters who have conducted similar golfing events for several years. Here's how it works: Each team member hits a tee shot. The team then decides on the best tee shot and moves to that position where each team member then hits a second shot. Again, the best shot is chosen and the process is repeated until the ball is holed.

All local events will match three person amateur teams against one another. The sectional tournament includes the local PGA pro as the fourth member of the winning local team. This team competes at the sectional event. The sectional event, based on established PGA sections, will produce winners to play at a two day National Tournament. All but 30 teams will be eliminated the first day. The second day will find teams joined by a PGA tour golfer. The final day event has five person teams-two professionals and three amateurs. The winners of this national event will be crowned the 1983 American Scramble Golf Champions.

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This is a dream event for many golfers who would otherwise have little chance of having such a unique experience.

Dates, June -- Local Tournaments
July -- Sectional Tournaments
August -- National Tournaments

Purse: $150,000. . .golf's biggest one day event purse. Equal pay-out to Club and touring professionals.

# of participants -- 250,000 minimum

# of courses -- 2,000 minimum

The American Scramble will be supported by a hard-hitting public relations and promotion program at all levels of competition. Each local professional will not only receive a complete "how to" kit designed to make his tournament the best he has ever run, but complete pre- and post-event publicity/promotional support and the National Championship will be staged and promoted in a manner befitting such an important event.

To assist with communications at the local and sectional levels, a public relations "hot-line" number will put golf professionals in touch with our agency's account team.

Additional visibility will be provided via sponsor promotional efforts. Included in this package are the possibilities of national sweepstakes; point of sale visibility and active advertising support in prestige national forums including electronic media, magazines and newspapers.

Mr. Walter Lasky, president of ASGT, is a 30+ year member of the PGA. He will coordinate all aspects of the ASGT by directing the day to day operations of the home office, and will be available via a toll free WATS line to answer questions and solve problems.

Mr. Buzz Sharpley, vice president, will be the field representative. He will travel to the PGA sections to promote and explain the tournament, answer questions and set Sectional Tournament dates. Mr. Sharpley will coordinate the ASGT with Mr. Lasky, the PGA and the sponsor. This will ensure the success of the tournament at all levels.

A secretary will handle the day to day operation of the office and help coordinate details.

The American Scramble Golf Tournament has retained the services of two outstanding organizations - International Management Group and Aaron D. Cushman & Associates, Inc. - to implement important aspects of the tournament. International Management Group, a personal management company headquartered in Cleveland, represents more

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touring professionals than any other organization. International Management Group is charged with providing PGA Tour professionals for the final round of the National Championship.

Cushman & Associates, one of the nation's leading public relations firms, is responsible for all promotion and publicity. The agency will be supporting the tournament at every level of competition.

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